



CHERIE RILEY  
*Weddings* & SPECIAL EVENTS

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# Welcome

Thank you for your interest in Cherie Riley Weddings. We are passionate about crafting memorable events and ensuring that the bride and groom have the wedding of their dreams! We are truly honored when couples choose us to be a part of their special day. Please let us know if you have any questions, we are here to support you!





WE ARE A FULL-SERVICE WEDDING AND  
EVENT PLANNING COMPANY BASED OUT OF  
OAK GLEN, CALIFORNIA. WE HELP PLAN,  
ORGANIZE, AND EXECUTE YOUR WEDDING  
OR EVENT WITH A STYLE AND DEDICATION  
THAT SUITS YOUR NEEDS. WE LOVE TO  
TRAVEL AND EXPERIENCE NEW VENUES IN  
UNEXPECTED LOCATIONS. WE'LL TAKE YOUR  
VISION AND WE WILL MAKE IT HAPPEN.

hello.  
I'm Cherie!



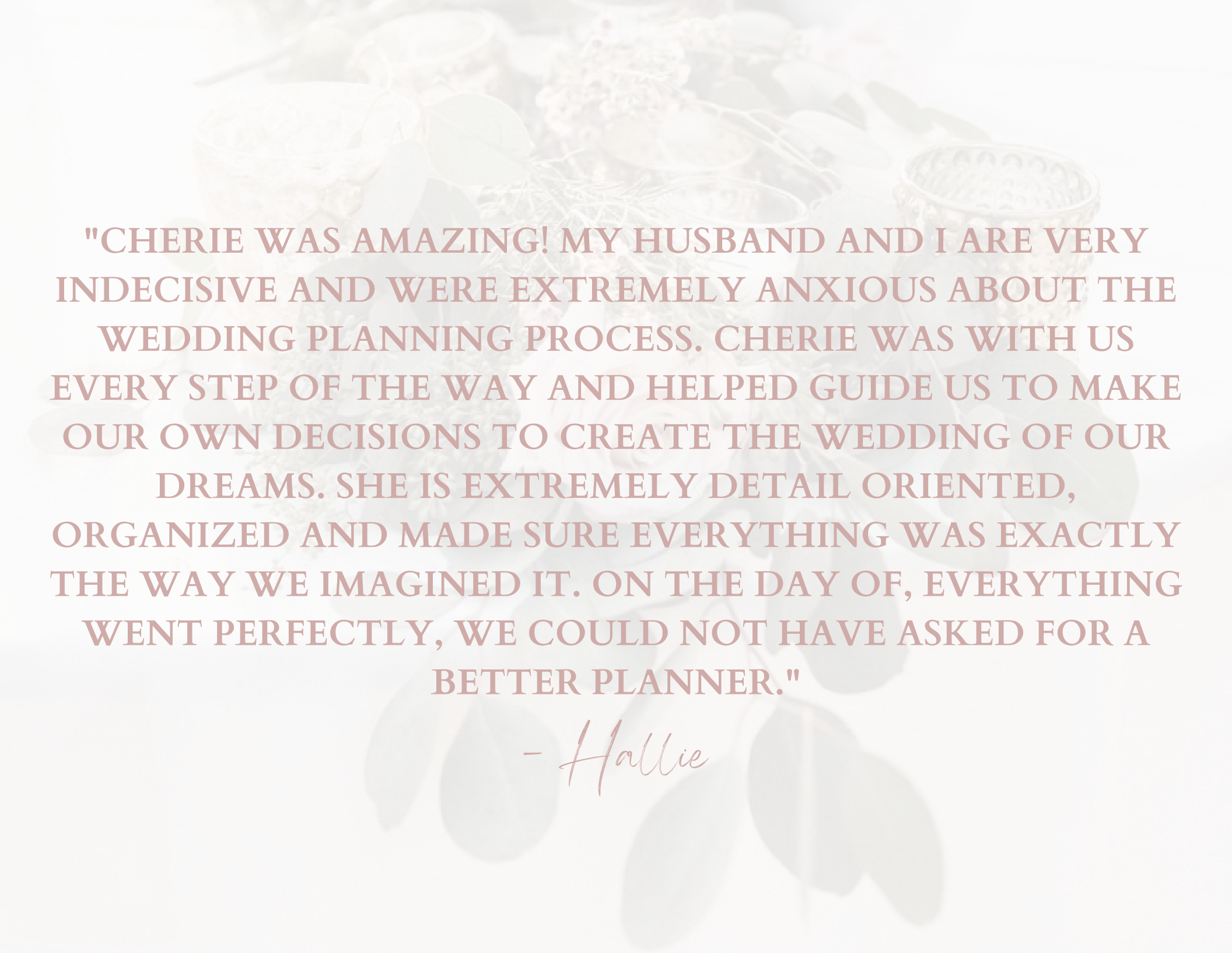
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Cherie has a passion for helping people realize their vision for celebrating life's special moments. She combines her creativity and organizational skills to design and manage events of any size. She holds a bachelor of business degree in Organizational Management.

Cherie studied clothing and costume design and worked as an adjunct professor of theatrical costume and make-up design at Cal Baptist University. She has created ball gowns for re-enactors, period clothing for children and adults, countless costumes for regional theatre companies and wedding gowns for brides. She has broad experience in all aspects of theatre from acting and singing to directing, design, sales, marketing and set construction. As a theatre amateur and professional, Cherie learned first-hand what it takes to create small and large scale productions. Homeschooling was her first career, but Cherie always seemed to be working on some sort of short term project as well. She created the original apple pie for Riley's Farm in Oak Glen, California, sang with the family band, and even made wedding cakes.

Cherie considers herself 'A Little Bit Farm Girl' and loves to keep chickens and work in the garden. She and her husband love spending summers in Laguna, snowy days on the porch, and BBQ's with family.



"CHERIE WAS AMAZING! MY HUSBAND AND I ARE VERY INDECISIVE AND WERE EXTREMELY ANXIOUS ABOUT THE WEDDING PLANNING PROCESS. CHERIE WAS WITH US EVERY STEP OF THE WAY AND HELPED GUIDE US TO MAKE OUR OWN DECISIONS TO CREATE THE WEDDING OF OUR DREAMS. SHE IS EXTREMELY DETAIL ORIENTED, ORGANIZED AND MADE SURE EVERYTHING WAS EXACTLY THE WAY WE IMAGINED IT. ON THE DAY OF, EVERYTHING WENT PERFECTLY, WE COULD NOT HAVE ASKED FOR A BETTER PLANNER."

- Hallie



## *Why Hire a Wedding Planner?*

Working with Cherie Riley Weddings will ensure that your wedding planning process is enjoyable and stress-free! With Cherie's experience, she will connect you with trusted local vendors to put together the best creative team. You will be able to collaborate using an online planning platform, where she will be able to provide guidance and support while keeping track of every little detail. Additionally, she will be a sounding board for you as you walk through the decision making process and her extensive knowledge base will be at your disposal. Our hope is that on the day of your wedding, you will be able to sit back and relax as you watch your vision come to life!



# Classic Package \$2200

LET US HANDLE THE DETAILS, SO YOU CAN SIMPLY ENJOY YOUR WEDDING DAY

**Planning Meetings:** Upon booking we will schedule your first design meeting to discuss your plans and ideas, confirm tasks completed, designate planning partners & explore your online planning tools. Subsequent meetings will occur at a minimum of once a month just to check in.

**Aisle Planner Access:** Aisle Planner is an online interactive planning tool that helps us collaborate together from any location. You'll have access to a very extensive check list, budget planner, style guides, guest list custom layout builder and more!

**Planning Timeline:** Through Aisle Planner, a planning timeline is made available for you to use if you like. Customized dates and deadlines can be created for you based on your specific event. We will add your planning partners to our online platform, and reminders will be sent out to everyone on your creative team as desired.

**Unlimited Communication:** We offer unlimited communication through email, phone, text and home office meetings by appointment.

**Venue Visits:** We are available to meet you at your venue for your initial and final walkthroughs if desired. Additional visits will be scheduled as needed (a travel fee may be required).

**Review of Contracts:** To help you in understanding the terms, deadlines and service expectations, we will carefully review all vendor contracts.



# Classic Package \$2200 (continued)

LET US HANDLE THE DETAILS, SO YOU CAN SIMPLY ENJOY YOUR WEDDING DAY

**Wedding Day Timeline:** Using Aisle Planner, we will work carefully with you, your photographer, and catering team to create the perfect timeline for your wedding week. Your timeline will be shared with you and your creative team prior to your event.

**Wedding Rehearsal:** Your lead planner or assistant will coordinate your one hour rehearsal at a predetermined time and location (this must be coordinated with your planner prior to scheduling).

**Event Management & Coordination:** Complete coordination of your wedding day activities. Each team member will be onsite for 8 hours. Specific times will be finalized 14 days prior to your event and maximized to provide the best coverage for your management needs.

**Décor Set Up:** We will carefully unpack and set out all of the personal decor for your welcome, sweetheart and cake tables. All boxes must be labeled and all decor must be table ready (Additional team members may be required depending on the extent of your decor).

**Final Payments:** Any remaining payments, tips or gifts will be delivered to your vendors, family or friends on your behalf. We ask you to provide them in a sealed envelope, clearly labeled and given to us at your rehearsal.

**Wedding Day Emergency Kit:** We will bring a bridal party emergency kit just in case.

**Team Members:** This package includes one lead planner and one assistant for the day of your event.





# Partial Planning Package \$4800

LET'S WORK TOGETHER TO CREATE YOUR DREAM WEDDING

In addition to all services in the Classic Package, the Partial Planning Package also includes:

**Design:** We will assist you in designing all aspects of your event from clothing to decor based on your budget, style and design aesthetic.

**Vendor Recommendations:** We begin by recommending our trusted vendors based on your budget and design aesthetic. You make all final decisions, but we are here to guide you every step of the way. With this package we will send initial options, make initial availability inquiries and introductions; you handle communication from that point on.

**Event Décor Set Up & Clean Up:** We will unpack and set out all table décor items, and anything not included with your rental or venue packages (Items must be table ready). We will see to it that all of your special personal items, personalized décor and mementos are collected, packed and ready for your pickup. Extended clean-up services available for an extra charge.

**Team Members:** This package includes one lead planner and one designer, as well as one assistant for the day of your event.





# Complete Planning Package \$7000

LET US TAKE CARE OF EVERY DETAIL FOR A STRESS-FREE WEDDING PLANNING EXPERIENCE

In addition to all services in the Classic Package, the Complete Planning Package also includes:

**Design:** We will work with your creative team to bring your design ideas to life based on your budget, style and design aesthetic.

**Vendor Research & Matching:** We will help you put together the best creative team for your specific design aesthetic and budget. We begin by recommending our trusted vendors and will send initial availability inquiries. Calls, appointments and negotiations will be made on your behalf. In-person meetings with vendors held as needed.

**Custom layout design:** Using Aisle Planner, a custom layout will be created of your ceremony and reception spaces.

**Event Décor Set Up & Clean Up:** We will unpack and set out all table décor items, and anything not included with your rental or venue packages. (Items must be table ready) We will see to it that all of your special personal items, personalized décor and mementos are collected, packed and *delivered to a place of your specification* (family vehicle or hotel room, etc).

**Team Members:** This package includes two lead planners and one designer, as well as two assistants for the day of your event.



"CHERIE GOES ABOVE AND BEYOND  
WITH HER CARING,  
PROFESSIONALISM AND SENSE OF  
AESTHETICS. IT WAS WONDERFUL  
WORKING WITH HER ON EVERY  
LEVEL. IT ALLOWED ME TO RELAX,  
KNOWING ALL THINGS WERE  
BEING HANDLED AND ALL I NEEDED  
TO DO WAS SHOW UP AND ENJOY.  
THANK YOU CHERIE!"

*- Merrie*





# Estate Wedding Service Package Add-On \$600



## RECOMMENDED FOR ALL ESTATE & BACKYARD WEDDINGS

### **Complete mapping and layout creation:**

Using Aisle Planner, our team will measure your event space and create a 'to scale' overhead map so you can plan proper spacing for your ceremony and reception.

**Week Of vendor delivery management:** We will coordinate with your vendors who plan to drop off and set up prior to your wedding date. We will be onsite to direct and oversee these teams.

**Clean Up & Breakdown Plan:** We will create a clean up and breakdown plan based on your specific event needs.

**Clean Up & Breakdown Team:** A team may be hired to take care of all your clean up and breakdown needs (A quote will be given based on your specific needs)

**End of Event vendor pick-up management:** Our team will coordinate with all of your vendors and be onsite for all vendor pick-ups.

**Wedding Website \$450:** Wedding Website using "The Knot" or similar platform to create a custom website for your wedding. You provide the images and specifics and we'll create everything else.

**Decor Design \$1550:** Decor design specific to your wedding vision. We will schedule special meetings to discuss your design ideas and help you put them all together to create an overall vision for your day.

**Table Seating Chart \$400+:** We will guide you in creating a custom seating chart for our guests to find their seats and traditional place cards for your tables.

**Decor Set Up \$850:** Placement of centerpieces, décor items, place settings and signage.

**Decor Clean Up & Breakdown \$700:** We will see to it that all of your personal items, special decor items and mementos are collected, repacked and delivered to a place of your specification.

**Staffing \$200:** A team member onsite to help with any type of set up or clean up necessary (up to 8 hours, subject to overtime fees).

**Event Set Up & Breakdown Packages:** Pricing based on your specific circumstances

**Wedding Gown Design & Alterations:** Pricing determined after consultation and fitting



*A la Carte*  
ADD TO ANY PACKAGE TO BUILD YOUR CUSTOM PACKAGE



# Frequently Asked Questions

**WHAT SETS YOU APART FROM OTHER WEDDING PLANNERS?** We truly love the opportunity to serve you! Our connection with trusted vendors and creative artisan's give us the ability to help you put together the best team possible. We will think outside the box and come up with solutions when faced with challenging situations. We love a challenge!

**HOW MANY MEETINGS WILL WE HAVE?** Every couple is different and we want to be available when you need us. We offer unlimited communication through email, text and in person home office meetings. Meetings at your location can be scheduled as needed.

**WILL WE BE INVOLVED IN THE PLANNING?** Of course! Each package offers a different level of collaboration but you always have the final say,

**DO YOU HANDLE INVITATIONS AND RSVP'S?** We'll offer guidance design and text ideas regarding your invitations. Aisle Planner has a wonderful tool that is invaluable in helping to keep track of your RSBVP's.

**HOW DO PAYMENTS WORK?** We ask for a 25% deposit and accept most forms of payments, We will set up payment schedules based on your wedding planning timeline.

**ALTERNATIVES: CAN'T MY FRIENDS JUST HELP? WE ALREADY HAVE A VENUE COORDINATOR, DO WE NEED A WEDDING COORDINATOR?** We love including your friends and family as planning partners and will work with any venue coordinator to ensure they understand and execute your vision. Having a wedding planner give you and your family the peace of mind knowing everything is taking care of while you relax and enjoy your day as it unfolds.

**HOW EARLY SHOULD COUPLES START PLANNING THEIR WEDDING? WHEN SHOULD I HIRE A WEDDING PLANNER?** Anytime, This goes for all packages... the more time we have to understand your vision the better!

**DO YOU BOOK MULTIPLE WEDDINGS ON THE SAME DAY/WEEKEND?** Sometimes. In the event Cherie is not available for your requested date one of our lead planners will be assigned your day of management. Cherie will be available throughout your planning process.

**HOW AND WHEN CAN I CONTACT YOU?** You can contact Cherie anytime through text or email. Zoom, phone and in person meetings can be scheduled as needed.